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AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A system for displaying advertisements comprising:
a web browser which can retrieve files, interpret Javascript, and display web pages, a first internet server which includes a web page that includes an advertising macro tag, a second internet server which includes a Javascript file,
an advertisement server which provides advertisements in response to links from said browser,
said macro tag including a link to said second internet server,
said Javascript file including a static link to said advertisement server,
whereby said Javascript file is executed and an advertisement is displayed each time said web browser accesses said web page.
2. (Previously Presented) The system recited in claim 1 wherein said macro tag has commands to access said advertisement server if said web browser does not have the capability of executing Javascript.
3. (Previously Presented) A system recited in claim 1 wherein said web page contains HTML code.
4. (Currently Amended) A method of linking to an advertisement server from a web page, including on said web page a macro tag with a link to a file ~~on a command server~~, said file including Javascript commands which include a static link to said advertisement server, whereby advertisements called for by said macro tag are displayed.

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5. (Currently Amended) A system which includes browsers which ~~[[link to]]~~ access web pages, comprising ~~a command server which includes a command file~~ with ~~[[links]]~~ a static link to ~~[[an]]~~ a specific advertisement server, said web pages including macro tags which direct said browsers to retrieve said command file ~~on said command server,~~

whereby said browsers are directed to retrieve advertisements from said advertisement server when they access ~~[[a]]~~ one of said web ~~[[page]]~~ pages.

6. (Currently Amended) A system for displaying an advertisement on a user's computer in response to commands in a macro tag on a web page which is accessed by an internet browser on said user's computer, said system comprising,

a first server with a file that contains a series of commands that can be executed by said browser,

a second server that contains said advertisement,

a link to said file in said macro tag,

a static link to said second server in said file,

whereby when said macro tag is executed by said browser, said file is retrieved and said static link in said file is executed to retrieve said advertisement and to display said advertisement on said user's computer.

7. (Original) The system recited in claim 6 wherein said file contains Javascript commands.

8. (Original) The system recited in claim 6 wherein said advertisement is a gif-image or a Java applet.

9. (Original) The system recited in claim 6 wherein said file contains Javascript.

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10. (Currently Amended) In a system where users access web pages using a browser,

a web page that includes a macro tag with a reference to a file on a first server, whereby said browser links to said file when said web page is processed by said browser, said file including a static link to [[an]] a specific advertisement server having an advertisement in a file, whereby said advertisement is displayed by said browser when said file is processed by said browser.

11. (Original) The system recited in claim 10, wherein said file contains Javascript.

12. (Original) The system recited in claim 10 wherein said macro tag contains a series of HTML statements.

13. (Original) The system recited in claim 11 wherein said macro tag contains a series of HTML statements.

14. (Currently Amended) The system recited in claim 11 wherein said macro tag includes a [[line]] link to said advertisement server which is executed if said browser can not execute Javascript.

15. (Original) The system recited in claim 10 wherein said system determines the characteristics of said browser and executes instructions compatible with said browser's characteristics to display said advertisement.

16. (Currently Amended) A system for displaying advertisements comprising:

a web browser which can retrieve files, parse HTML code and display web pages;

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an advertisement server for providing advertising content;
a Javascript file which includes a static reference to said advertisement server and commands for requesting the advertising content from the advertisement server; and
a web page server which includes a web page that includes a tag, the tag including a reference to the Javascript file,
whereby, the advertising content is displayed when the browser accesses the web page.

17. (Currently Amended) A method for referencing an advertisement [[server]] from a web page, the method comprising:
including in the web page a reference to a file; and
including in the file a static reference to [[said]] an advertisement server and Javascript commands for requesting [[an]] the advertisement from the advertisement server.